Connect With A Community of More Than 50,000 Adult Swimmers

More than 65 percent of U.S. Masters Swimming members report they’re more likely to buy a brand that’s advertised in SWIMMER magazine.

SWIMMER is the trusted expert and definitive media resource for U.S. Masters Swimming, offering the latest information about technique, personalities, events, lifestyle, health, and equipment for fitness, competition and triathlete swimmers.

U.S. Masters Swimming Member Demographics

- Age: 18 to 100+ (average age 49)
- Male: 52.4%
- Female: 48.6%

Qualified Consumers

- College degree or higher: 95.3%
- Household income over $100,000: 55.2%
- Own their home: 82.3%
- Primary decision maker in household: 84.1%
- Purchase products via Internet: 97.9%

Purchasing Power

Each year, USMS members collectively purchase:

- 134,820 swimsuits
- 104,580 pairs of goggles
- 100,380 pairs of athletic shoes

Typical Products Purchased

- Swimming equipment (fins, paddles, buoys)
- Dryland training equipment
- Athletic apparel and equipment (triathlon, cycling, running, yoga)
- Vitamins
- Sports watches
- Specialty shampoos
- Financial products

Other Athletic Interests

- 64% of USMS members belong to a gym
- 64% weight train
- 76% run, hike, cycle, or practice yoga

Top Reasons Why Swimmers Join USMS

- Subscription to SWIMMER magazine
- Partner discounts
- Opportunity to compete in USMS-sanctioned events
- Opportunity to participate in USMS fitness programs
- Access to over 1,200 local Masters groups
- Access to committed coaches
- Subscription to monthly newsletter, STREAMLINES
- Many different volunteer opportunities at the local and national levels
- Insurance when participating in USMS activities
- Daily online workouts posted by seven different coaches

- 84% of members read every issue
- 81% of members agree that SWIMMER strengthens their personal connection to swimming
- 60% of members use SWIMMER product reviews to help them make purchasing decisions
## Premium Placements and Spreads

<table>
<thead>
<tr>
<th>Size</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
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<tbody>
<tr>
<td>Back Cover</td>
<td>$9,710</td>
<td>$9,450</td>
<td>$9,200</td>
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<tr>
<td>Inside Front Cover</td>
<td>7,540</td>
<td>7,250</td>
<td>6,980</td>
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<td>Inside Back Cover</td>
<td>6,530</td>
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## Color Rates

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<tr>
<td>2-page spread</td>
<td>$10,670</td>
<td>$10,420</td>
<td>$10,190</td>
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<tr>
<td>Full page</td>
<td>5,480</td>
<td>5,210</td>
<td>4,940</td>
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<tr>
<td>1/2 page</td>
<td>3,490</td>
<td>3,320</td>
<td>3,150</td>
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<tr>
<td>1/4 page</td>
<td>1,940</td>
<td>1,860</td>
<td>1,720</td>
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<td>1,070</td>
<td>990</td>
<td>910</td>
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<tr>
<td>Mini Ad 1 (2.25&quot; x 2&quot;)</td>
<td>590</td>
<td>550</td>
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## Black & White Rates

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<td>2-page spread</td>
<td>$7,270</td>
<td>$7,020</td>
<td>$6,910</td>
</tr>
<tr>
<td>Full page</td>
<td>3,130</td>
<td>2,960</td>
<td>2,820</td>
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<tr>
<td>1/2 page</td>
<td>1,850</td>
<td>1,770</td>
<td>1,660</td>
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<tr>
<td>1/4 page</td>
<td>1,370</td>
<td>1,280</td>
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<td>790</td>
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<td>480</td>
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<td>390</td>
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## Inserts and Special Sections
Contact advertising director for rates.

## Reprints
Advertising and editorial reprints are available.

## Commissions
Recognized advertising agencies providing complete print-ready materials are allowed 15 percent commission on gross billing space, color, and position, provided the account is paid within 30 days.

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### Advertising Sales/Materials, Sponsorship Opportunities

**Jay Eckert, Sr. Director, Membership and Business Development**

**T:** 941-556-6284  
**E:** partners@usmastersswimming.org  
U.S. Masters Swimming  
1751 Mound Street, Ste. 204  
Sarasota, FL 34236

### Editorial Questions

**Daniel Paulling, Editor-in-Chief**  
**T:** 941-556-6281  
**E:** dpaulling@usmastersswimming.org  
U.S. Masters Swimming  
1751 Mound Street, Ste. 204  
Sarasota, FL 34236

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“... The full range of articles you present offer something for everyone, from technique, to shopping for the best goggles, to a historical and social look at swimming.  
...Thank you!”
SWIMMER provides expert training and technique advice from USMS’s top coaches, as well as information on health, wellness, fitness, personality profiles, physiology, and other topics. Swim-related products are evaluated in our product testing department, Swim Bag. Our members rely on Swim Bag for guidance when making their purchasing decisions.

SWIMMER also provides you with a great way to reach the largest organized community of Masters swimmers in the U.S., many of whom participate in a wide variety of sports and activities.
MECHANICAL REQUIREMENTS

Publication Trim Size: 8.125” x 10.875”

Advertisement Size | Width | Depth
---|---|---
2-page spread
- trim size: 16.25” – 10.875”
- bleed ads: 16.5” – 11.125”
- non-bleed ads: 15.25” – 9.5”
Full page
- trim size: 8.125” – 10.875”
- bleed ads: 8.375” – 11.125”
- non-bleed ads: 7.125” – 9.5”
1/2-page horizontal: 7.375” – 4.625”
1/2-page vertical: 3.5” – 9.5”
1/4-page horizontal: 7.375” – 2.187”
1/4-page island: 3.5” – 4.625”
Classifieds Mini Ad 1: 2.25” – 2”
Classifieds Mini Ad 2: 2.25” – 4.625”

Printing Method: Web offset
Binding Method: Saddle-stitched
Line Screen: 150 lpi
Rotation of Colors: Black, cyan, magenta, yellow

SUBMISSION OPTIONS

Digital Ad Submissions: All digital ad submissions must comply with the requirements listed below.

Ad Design Services: Should you require assistance in creating an ad, the publisher can provide design and copywriting services at trade rates. To discuss this option, call 941-556-6284 and speak with our advertising director at least two weeks prior to the materials due date.

I love being a member of USMS.
It connects me to swimmers, a great thing because
I love the water—and always have. The magazine
is wonderful; interesting—sometimes provocative—and always enjoyable to read.”

REQUIREMENTS FOR DIGITAL AD SUBMISSIONS

Acceptable Media: Email, Dropbox
Acceptable Formats:
- PDF (preferred format)

- Illustrator EPS:
  - Compatibility: Adobe CC (or prior)
  - All text must be converted to paths.
  - All colors must be converted to CMYK.
  - Transparent objects must be flattened.
  - All image files must be embedded.
  - Preview: 8-bit Macintosh

- TIFF (use only if PDF and Illustrator EPS are not available):
  - Image must be 300 pixels/inch and match ad dimensions at 100% scale.
  - Note: Type in TIFFs tends to be out of focus. Use this format only as a last resort.

- NOTE: Native files (PageMaker, InDesign, etc.) will not be accepted.
  All ads created using page layout programs must be converted to an Illustrator EPS file according to the specs above. Otherwise, film will be required. If you are uncertain about any aspect of the conversion process, please call 941-556-6284.

PROOFS (REQUIRED ON ALL ADS)

Color Ads: One color proof is required.
Black-and-White Ads: One black-and-white proof is required.

ADDITIONAL ITEMS TO NOTE

Two-Color Ads: Must be prepared in accordance with the four-color process requirements. Do not use spot colors.
Oversized/Undersized Ads: All ads must be sized according to the mechanical requirements for SWIMMER. The publisher reserves the right to reject ads or, when possible, to resize materials and to charge for those services involved if correct size ad is not provided by materials deadline.
Blueline Charges: A blueline charge of up to $150 will be applied if proper submission is not received by materials due date. Previous advertising material will be repeated if submission is not received in time for blueline insertion.
Storage of Reproduction Material: Original reproduction material left in publisher’s possession is destroyed 12 months from date of issue unless publisher is notified in writing as to its disposition.